

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
February 11, 2016
7:45 AM**

10. Call to Order

Chairperson Sessions called the meeting to order at 7:50 AM.

20. Roll Call

Committee Members present:

Chairperson Sessions
Committee Member Borg-Leon
Committee Member Dull
Committee Member Finch
Committee Member Mueller
Committee Member Spain

Committee Members absent:

Committee Member Shrestha
Committee Member Klein

Staff:

David Kleitsch, Economic Development Director
Mary Monroe, Tourism Manager
Christy Murray, Administrative Assistant

Guests:

Brad Zorich, Snohomish County Tourism Bureau
Group Sales Manager

30. Approval of Minutes

30.1 Minutes of November 12, 2015

Committee Member Dull moved to approve the minutes of November 12, 2015, Committee Member Spain seconded the motion. The motion passed unanimously.

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

Director Kleitsch introduced Chairperson Sessions to the committee and welcomed her as the new chair of the LTAC/TAC. Brief introductions were made. Chairperson Sessions provided an overview of her work experience and community involvement.

Committee Member Spain reported that the SCTB has a new board member from Lynnwood, Kyle Johnson from the Courtyard by Marriott. Committee Member Spain reported she will be presenting the SCTB Annual Update to City Council in April. The SCTB will be hiring a new Sports Sales Manager in the next few weeks.

Committee Member Dull will also be presenting the LPFD annual report to City Council in April. He provided an overview and handout of the 2015 Economic Impact of the Lynnwood Convention Center, and informed the committee of the LCC goal to increase the number of conventions. Committee Member Dull updated the group on the Washington State Association of Public Facilities District, the annual convention of PFDs and the legislative effort to extend the sales tax rebate for PFDs for an additional 15 years to assist with facility maintenance.

Committee Member Finch inquired about the timeline of the Hilton Garden Inn construction. Director Kleitsch stated the City anticipated the project will break ground Spring 2016. Director Kleitsch distributed a map and list of current and future projects in Lynnwood.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 2015 Lynnwood Lodging Metrics

Tourism Manager Monroe reported on the 2015 Lynnwood Lodging Metrics. The Occupancy Rate in Lynnwood in 2015 was 74% and is down from 70% in 2014, a 5.9% change. It is anticipated that the occupancy rate will continue to decline until approximately 65% for at least another year before increasing. Revenue Per Available room was unchanged, and overall supply was up 4% while demand was down 2%. Occupancy in Lynnwood was the same as other parts of Snohomish County for the first time. Even though Lynnwood experienced a drop in occupancy to 70%, it is still very strong. The increased ADR and RevPAR indicate the lodging industry in the County is also very healthy.

Discussions ensued on the current hotel and tourism market in the Lynnwood area. Committee Member Finch commented on their recent renovations at the Hampton Inn and the impact on room rates. Director Kleitsch and Committee Member Borg-Leon commented on the Boeing layoffs and how hotel stays may be affected. Committee Member Dull inquired about the Pacific Rim Gymnastics Championships coming to the area in the Spring; Committee Spain provided background of the event.

80.2 City of Lynnwood Tourism Work Program and Budget, FY2017-2018

Director Kleitsch provided an overview of the City's 2017-2018 budget process, including the Community Vision, Budgeting for Outcomes, and the 2017-18 Budget Schedule.

Tourism Manager Monroe provided a list of the spending priorities identified by the committee at the November 12, 2015 meeting, including: Canada; youth and youth sports; groups tour; regional FIT; staycations; and family and girlfriend getaways.

Tourism Manager Monroe asked the committee to brainstorm additional target markets, event ideas, partnership opportunities and how to approach the Canadian travel market due to the decrease in the Canadian dollar.

Committee Chair Sessions presented her interest in bringing Cracker Barrel Restaurant to Lynnwood due to their focus on travelers and emphasis on community. Chairperson Sessions reported on recent discussions to open a Veteran's Museum in Lynnwood. The facility would also serve as a resource center for veterans in the community.

A discussion ensued on event ideas. Committee Member Finch shared her idea of a fire fighter challenge event. Committee Member Spain stated there was a similar event in Everett and SCTB staff could speak to the process of organizing such events at the next meeting.

Director Kleitsch informed the committee the City is planning a Public Safety / Emergency Preparedness Event on September 10, 2016.

80.3 NTA Travel Exchange Update

Tourism Manager Monroe and Committee Member Spain attended the NTA Travel Exchange in Atlanta, GA, January 31-February 5, 2016. Tourism Manager Monroe reported that tour operator attendance was lower than in previous years, but there was increased interest in visiting Washington. Meetings with tour operators generated strong leads that she will be sharing with the hoteliers.

Tourism Manager Monroe also reported that the Washington State Delegation is continuing to work on ways to promote Washington State tourism such as statewide itineraries.

80.4 Director's Report

Director Kleitsch proposed sending the LTAC/TAC packets electronically rather than sending paper packets through the mail. The committee agreed electronic distribution of packets would be more efficient. Some printed packets will be available at each meeting.

90. General Discussion

Tourism Manager Monroe presented the new Lynnwood Dining Guides that will be distributed to hotels, the Lynnwood Convention Center and Visitor Information Center at Heritage Park.

Committee Member Finch reported that she receives a lot of requests from guests for activities for children and thought a map of children's activities would be helpful.

100. Adjournment

Committee Member Mueller moved to adjourn the meeting. Committee Member Finch seconded the motion. The motion passed unanimously. The meeting was adjourned at 9:15 AM.

Next Meeting: The next LTAC/TAC meeting is scheduled for March 10, 2016.